

Explicit Politeness And Forms Of Its Manifestation In Speech Acts Of Japanese Business Discourse

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Abstract: This article examines the lexico-grammatical and pragmatic ways of manifesting an explicit form of politeness in some expressive and motivating speech acts. Among the expressive speech acts, apology and gratitude were chosen. Directive situations of communicative etiquette are presented by the analysis of the motivating speech act of the request. Politeness, as a communicative-pragmatic category, is explicated in communication, first of all, through verbal communicative etiquette or speech etiquette. Based on the analyzed material, it seems appropriate to express the opinion that politeness in Japanese is manifested in expressive and directive speech acts to the greatest extent.

An analysis of the speech features of explicit politeness in Japanese business discourses, taking into account the contact and distant functions of etiquette units, showed that these functions depend on such factors as status, age, the degree of familiarity of the communicants, group affiliation "friends or foes", the situation and place of the discourse ... Based on the analysis of speech acts of apology and gratitude, expressing explicit politeness in Japanese business communication, it was revealed that they can perform the functions of contact and distance.

Keywords: Explicit form of politeness, excuse, gratitude, request, etiquette, contact, distance

Introduction: As you know, full-fledged speech communication in a favorable tone is impossible without referring to the units of speech etiquette, since the latter serve to maintain non-antagonistic contacts and regulate human relations.

Among the specialized functions of units of speech etiquette, contact-establishing, or contact, is distinguished, which serves to establish and maintain contact between communicants.

The second specialized function of etiquette units is the function of orientation towards the addressee, or the function of distance. As part of etiquette formulas, both distant and contact forms of address are very often used. "Moreover, the use of distant forms increases the degree of politeness of the etiquette formula, since distance is based on the official relationship between communication partners, and contact is based on an informal

relationship." [1,P.40] Distance in Japanese business discourse can be defined as:

- direct distance, which includes the situation and place of discourse, for example, business communication face to face communication at a distance on the phone;
- social distance, which includes the official relations of communicants, due to the status dichotomy of the communicants, their age;
- psychological distance, which shows the degree of familiarity, close and non-close relationships.

Initially, in the Japanese language, the principle of politeness is considered as adherence to communicative norms and consists in following a set of mutual rights and obligations of communicants valid for a given situation. Among them, special rules

are distinguished, for example, the use of a certain type of permissible speech acts, depending on the communication situation and the non-linguistic context (order or request) [2, P.56-70]. These rules take into account the permissible content of these speech acts, taboo questions (the question of salary, religion, nationality), as well as pause and silence are considered as multifunctional communicative units. General rules include the following provisions: do not interrupt the interlocutor during a conversation, speak loudly and clearly enough, use a "common" language and follow the postulates of verbal communication.

Below is an analysis of the examples of explicit and implicit politeness most often used in business Japanese speech, taking into account 5 forms of the politeness. [3, P.56-76] The following examples are taken (mostly) from oral Japanese business speech, they are given transcription and line-by-line translation.

Materials and methods:

Excuse: Excuse, representing, verbal atonement for a misdemeanor, refers to contact speech actions. [4, P.405] . Excuse is very common in Japanese in general and in business discourse in particular. Interestingly, according to the ethical requirements, the Japanese apologize even in the case of innocence, as will be discussed below.

When Japanese speaks, he always thinks about the interlocutor. Always and for everything to apologize first, even if he is not guilty of anything, is a feature of Japanese communicative behavior.

申し訳ございません Sorry - regret is always spoken with a bow. There is something similar in Uzbek and Russian etiquette, when a polite person, even if he was not guilty of anything, apologize saying: "Weren't there any shortcomings? If something went wrong, please forgive me. ", "Sorry if something is wrong."

It is customary for the Japanese to apologize for causing even minor inconveniences, and they apologize even to friends and relatives, and an

Excuse is an obligatory generally accepted norm of communication. In the speech of the addressee, a modestly respectful form of politeness is used to express mutual respect and elevation of the addressee. According to the rules of communication etiquette, the Japanese always thank others and apologize to them.

There is a wide variety of forms and degrees of Excuse in Japanese. the most common among them are: すみません sumimasen, ごめんなさい gomennasai, 失礼します shitsurei shimasu, お許してください o yurushi kudasai, 申し訳ありません moshivake arimasen, 申し訳ないです moshivakenai desu, 申し訳ございません moshivake gozaimasen etc. They all mean I'm sorry, I beg your pardon.

As a rule, expressions of Excuse are used without regard to the position of the interlocutor. Wherever the communicant goes, the first thing he should say is: ごめんください - "There is someone" (literally, "Forgive me please"). The return expression can be いらっしゃいませ "Welcome". This appeal can be viewed in Uzbek, Russian and English.

In business discourse, the most common formulas for Excuse in formal communication are 申し訳ないです、moshi wakenai des - Sorry! (neutral polite form) and 申し訳ございません moshi wake gozaimasen - Sorry! (respectful form). Both expressions are in many cases capable of substituting for each other, although it should be noted that the last expression is more polite.

- I. Using the example of discourses (a) - (d), it is shown that an employee (of a firm or organization) working in the service sector, where there is direct contact and two-way communication, in all situations, even in those in which he is not to blame, apologizes first as required by etiquette. Contact options can be between a seller and a buyer, an employee of a firm and a client, an

employee and a partner from another company, etc.

- (a) 客 : 注文した料理がまだ来ないけど、どうなっているの?もう、30分も待っているのよ。
店員 : 申し訳ございません。すぐお持ちいたします。[5]

Client: The dish that I ordered has not been brought yet, what about the dish? We have been waiting for 30 minutes.

Seller: Sorry. I'll bring it right now. After bringing the order:

- (b) 店員 : お待たせしてしまって、どうも申し訳ございませんでした。

Seller: Excuse me, I kept you waiting a long time.

- (c) 客 : これ、昨日こちらの店で買ったノートパソコンなのですが、どうもCDディスクの調子がよくないんです。

店長 : 誠に申し訳ございません。早速調べてみますので、しばらくお時間をいただけますか。[6]

Client: This is a laptop that I bought here in the store yesterday, but the condition of the CD drive is not very good.

Store Manager: We sincerely apologize. Immediately, we'll see if you can give us some time.

- (c) 課長・ : お客様に不愉快な思いをさせてしまって、お詫びのしようもございません。本人にも厳しく言っておきますので、ここはどうかお許してください。

Head of department: We do not know how to apologize for the troubles brought to you. Please forgive the error.

This statement can be interpreted as: "I am

an inattentive person, I made a mistake (for example, I was standing wrong or not where I should have been; I did not move; I did not notice something, etc.).

From the above examples, it can be seen that an Excuse is especially important for smoothing out potentially conflict situations and restoring goodwill in situations when business problems arise in the relations of the parties, especially between communicants with different status in the social hierarchy. These situations require, on the one hand, a solution to the problem that has arisen, on the other hand, the sellers (company), for all their rightness, being interested in maintaining friendly relations with the client (company), choose courteous and modestly respectful forms of the politeness category in addressing to the client.

- II. Among the lexical ways of expressing a high level of explicit politeness, one could also highlight the use of the word どうぞ douzo (please). This "indicator of politeness" is used mainly in the formulas of Excuse and request:

- (a) ご指導のほどなにとぞよろしくお願い申し上げます。 - Please, I ask for your guidance. [7, P.337]

- (b) どうかお許してください。 - Please, sorry.

- (c) 西暦年号で話すことになりましたが、よろしいでしょうか。 - Do you mind if I use European chronology? [8, P.337]

- (d) 「どうぞ、どうぞ」と僕は言った。 - Please, please! - I answered. [9, P.43]

- (f) どうぞお願いします/なにとぞお願いします。 - Please, please do. [10]

In the above discourses, the "magic word" douzo raises the politeness level slightly to a neutral level (+3). In modern Japanese, the expressions なにとぞ nanidozo and どうか douka contribute to a much higher level of courtesy (+4) than どうぞ douzo. The reason is that the expressions nanidozo and

douka can be used in the same way in all discourses of incentive voice including request (a, d, e), Excuse (b), permission (c), and even order.

III. Stylistically, the highest forms of Excuse, formed using such lexical methods as the use of fixed expressions, are characterized by increased politeness (+4, +5) and are used exclusively in official business discourse. This position is clearly manifested in the speech act of Excuse in Japanese business discourses, where the addressee, depending on his communicative goal, builds various kinds of Excuse strategies, as a result of which the choice of certain stable expressions and the degree of politeness corresponding to the status of partners and the situation is made. The simultaneous expression of Excuse and regret can be clearly seen in the examples below:

(a) In the discourse of apologies for personal reasons:

課長：今日もまた遅刻か、ったいどういうつもりなんだ！

- Head of department: And I'm late today, after all, what are you going to do?

李：すみません。事故でJRがれれもので・・・。

- Lee: Sorry, due to a traffic accident, I was late.

(b) 李：申し訳ございません。私も感情的になって、つい言い過ぎてしまいました。

Lee: I'm sorry, and I succumbed to emotions, involuntarily said too much.

課長・：ここは私が代わり謝ってきます。- Head of Department: Now I will go instead of you, I will apologize. [11]

(d) お待たせしてしまい、大変申し訳ございません。- I'm sorry, I made you wait a long time. [12, P.84]

IV. Such etiquette units, which use the performative verb of the request *どいて finish* "move away", where the addressee-seller informally addressed the addressee-client (s) in an incentive voice, together with the form of the category of direction of action "te kureru", implements impoliteness:

(a) 員：ちょっと、そこのおじさん、邪魔だからどいてくれない - Salesman: Hey uncle, (are you) interfering, will you move away from there?

長：者！この方を誰だと思ってるんだ。本社の白石専務だぞ。-

Store manager: Fool! Who do you think this person is? After all, this is the manager from the head office, Mr. Shiraiishi.

専務に向かって) ・専務、誠に失礼いたしました。- Manager, I was really rude. Sorry!

(b) 専務・：君はどんな社員教育をしているんだね。- What kind of employee manners are you?

大長：誠に申し訳ございません。今後このようなことはないようにいたしますので。- Sorry. This will not happen again.

大：知らないこととは言え、ほんとうに失礼いたしました。どうかお許しください。- I didn't know, I really didn't mean to offend. I apologize.

(c) 申し訳ございません。私の不注意です。- I'm sorry. This is due to my carelessness. [13, P.149]

(d) すぐに直してまいります。申し訳ございません。 - I'm going to fix it right now. I apologize.

(e) 誠に申し訳ございません。名刺を切らしてしまいました。 I'm really sorry. I have run out of business cards. [14, P.151]

Formulas that implement the formal politeness of an Excuse in business discourses with the admission of a mistake at work also include such etiquette units as "moshiwake gozai masen" as part of the adverbs "hontouni - really", "makotoni - sincerely", "douka-somehow" , as well as the fixed expressions "shitsurei itashimashita" or "douka o yurushi kudasai".

- V. A high degree of desemantizations and cliché in the Japanese language led to the formation of stable expressions "Zanen desga / zanen nagara / ainiku - Unfortunately!" in neutral polite forms:

(a) 誠に残念ですが、改めてご提案の機会をいただきたいと存じます。 - Sorry, we'll give you another chance to offer. [15, P.71]

In the discourse of business partners (a) the targeting employee of a certain company apologizes to the targeting employee from another company. In discourse, the addressee in relation to the addressee uses a stable grammatical construction - te itadakitai to dzondzi masu- we will present in the desired mood in the modestly respectful form I, which indicates the +4 degree of formal politeness.

(b) ただいま松山から連絡がございまして、残念ながら今回は見送らせていただくとのことでした。 -Matsuyama has now informed, unfortunately, this time they decided to postpone the purchase. [16, P.43]

In discourse (b), the subordinate addressee of a certain company conveys the decision of the company Matsuyama using the noun "-tadaima-now", the grammatical phrase "- tono koto deshita-decided", expresses his regrets about the

postponement of the purchase in front of the addressee boss in the company. In discourse, the addressee in relation to the addressee uses the stable grammatical construction "- te itadakitai to dzondzi masu- we will provide" in the desired mood in the modestly respectful form I, which indicates the +4 degree of formal politeness.

(c) 申し訳ありません。あいにく島田はただ今外出しております。 Sorry. Unfortunately Shimada is not available now. [17, P.83]

In discourse (c), the addressee secretary of a certain company apologizes "moshiwake gozai masen-sorry" as part of the stable expression "ainiku-unfortunately" to the addressee from another company, regrets about the absence of an employee of the company. In the discourse, the addressee in relation to the addressee, speaking about the employee of his company, uses a modestly respectful form II "gaishutsu shite orimasu- absent" politeness, which indicates a +4 degree of formal politeness.

- VI. In the discourse below, the performative verb of request is used to express not the imperative function of influence, but the function of politeness. In view of this, one should not include cited discourses in the class of directive statements. The use of expressions with a request to excuse is more characteristic of formal communication. These formulas of Excuse in business discourse do not show the difference between "you / you", because pronouns are omitted, the appeal becomes clear from the context and the form used of the category of politeness.

The expression 申し訳ございません moshiwake gozaimasen - "I'm sorry / I'm sorry / I'm sorry" - is used to express regret and is always pronounced with a bow:

(a) お待たせして申し訳ございません。 - Sorry to keep you waiting. [18, P.83]

(b) お役に立てず、申し訳ございません。 - Sorry, I couldn't be of help to you. [19, P.38]

(c) お忙しいなか、突然伺いまして申し訳ございません。 - Sorry, I suddenly stopped while you were busy. [20, P.39]

It can be seen from the above that in discourse, business partners (Japanese) always think about the addressee-interlocutor, always and for everything they apologize first, even if they are innocent. This is one of the main features of Japanese communication behavior.

The variety of forms of Excuse and levels of politeness in business discourses, the choice of which is largely determined by the situation of communication, is translated into Russian in virtually one word "sorry", which complicates the perception of the versatility and the entire color palette of shades of politeness that exist and are used in Japanese.

Thanks: Expression of gratitude in Japanese discourse is highly ritualized. The Japanese use gratitude formulas like Excuse formulas anytime, anywhere, which indicates that they are being used to be courteous.

In Japanese, the words "thank you" and "thank you" acquire different shades depending on the social or official status of the interlocutor, as well as on the nature of the service or attention provided, for which gratitude is expressed. The most common ones are どうもありがとう "domo arigato, ありがとう" "arigato gozaimashita, 誠にありがとうございました makotoni arigatou gozaimashita, 感謝を申し上げます kansha wo moushi agemasu - "Thank you!"

There are different forms and degrees of gratitude, as well as an Excuse. The most commonly used expressions in business discourse are [21]:

1) 恐れ入ります - expression of gratitude, means "very grateful / thank you very much", is used only in relation to superiors and seniors. It is used as

a sign of gratitude for a compliment or praise, in the case of an invitation to the table or an offer to take a seat:

(a) いつも気にかけていただいて恐れ入ります。 - Thank you very much for your always warm attention.

(b) けっこな物を恐れ入ります - Thank you for a wonderful gift.

2) ご苦労様 - used to express gratitude to the inferior interlocutor, mainly for the service rendered. Superiors in a similar situation should be addressed お疲れ様 - this is also an expression of gratitude, but with a connotation "I caused you trouble" or "I tired you";

3) お礼を申し上げます - thank you used as an expression of gratitude for every little service, an invitation to visit, as an expression of gratitude for a gift. This kind of gratitude is used by the inferior in relation to the superior.

お礼の申しようもございません - I don't know how to thank you;

4) お世話様になりました - I thank - used to express gratitude for the care, service in relation to a superior person. A very polite kind of gratitude (more formal);

5) いただきます - thank you - mainly used in the meaning of gratitude in the case when an offer of a treat is accepted;

6) ご馳走様でした - used to express gratitude in the sense of "thank you for the treat." In other cases, it is not used;

7) まことにありがたく、感謝申し上げます。 - used by subordinates in relation to higher ones to express gratitude, gratitude;

感謝の言葉もございません - There are no words how to thank you for your kindness.

In response to gratitude, they usually use

どういたしまして - no thanks.

In response to gratitude for the *gotisosama desita* treat, the host of the treat may reply *お粗末様でした* - not worth gratitude, everything was very modest.

In a casual or even neutral-polite conversation, the standard expression *とんでもない* can be used as a response to gratitude or praise - no need to talk about it, nothing like that.

There are also other ways to express gratitude. Japanese speech etiquette requires you to express gratitude for the slightest show of attention or service. In business discourse, the most common formula of gratitude is *arigatou gozai mashita!* Distributed, as a rule, with some lexemes, adjectives, many pronouns, very, very many adverbs, adjectives (a) Thank you so much! (b) Thanks a lot!

In our opinion, such lexical methods do not increase the degree of politeness, since these formulas are used by the Japanese quite often and in any communication environment.

(a) 課長：なかなかよくできているわね。 - Head of department: You work pretty well.

李：ありがとうございます。 - Lee: Thank you.

b) From now on, I will give you a great job to do.

(c) 部下：ありがとうございます。部長のご期待に添えるよう、がんばります。
- Subordinate: Thank you. In order to meet your expectations, Chief, I will do my best. [22]

One of the lexical ways of expressing explicit politeness in speech acts of gratitude is the use of distant addresses [23, P.40], which are formed using the lexeme of address *sama / san* in combination with the surname (a), titles, titles or designations of the profession (b), as well as in combination with the surname and title (c) or when addressing a large mass of people in an official setting (d). Such expressions of gratitude express formal politeness:

The address 木村様 - "respected Mr. Kimura", - *sama* ("lord", "mistress") is more polite than addressing the *san* with the attached surname when referring to 2-3 persons without using personal pronouns. For example:

a) 私のような者が退職まで務め上げられたのは、ひとへに鈴木部長をはじめ、同僚の皆さんのお力添えがあったからこそと心から感謝しております。

李：部長、今回の仕事ですが、ぜひ、私に担当させていただけるとありがたいです。

鈴木社長日頃からの格別のご愛顧を賜り、また今回のプロジェクトに付いても御賛同いただき、御礼申し上げます。この舞台の実現に協力して下さった皆様方に厚く御礼申し上げます。

However, in business discourse, the suffixes *san* or *sama* cannot be used in relation to superiors, both within the company and external partners. In such cases, they apply using the formula simply position or surname + position. For example, 竹林部長 is department head Takehayashi, not "竹林部長様" is mister department head Takehayashi."

An analysis of the ways of expressing explicit politeness in the considered expressive speech acts allows us to conclude that neutral and informal politeness is realized with the help of short, truncated, not common "degree indicators", as well as various politeness modifiers that are used in informal communication, or in an official setting with equal social status characteristics of the communicants. In turn, formal politeness is explicated through stylistically elevated forms formed using the appropriate lexical and grammatical methods of the category of politeness.

Thus, the above-described etiquette units implement the category of explicit politeness with varying degrees of intensity. The use of formulas of a greater or lesser degree of politeness is generally associated with the need to create the desired tone of

communication, as well as with the pursuit of certain goals by the communicants.

Request: For the analysis of explicit politeness in speech acts of directive situations of communication in Japanese, situations of speech etiquette concerning "requests" were selected. As in the case of expressive situations of speech etiquette, it is necessary to establish the main ways of expressing explicit politeness in directive etiquette communication of the Japanese, and also to determine in which cases etiquette units explicate one or another level of politeness. The degree of formal politeness of expressions will be marked on the scale of the degree of politeness from "+5, +4, +3, +2, +1, depending on the right of decision given by the addressee to the addressee."

The analyzed incentive statement - a request, as a speech action, is traditionally considered among the formulas of speech etiquette, since the addressee seeks not to deviate from the rules of politeness.

I. The illocutionary aspect of motivating speech acts is represented, as a rule, by the corresponding performative verb used for a request *お願い* - request (*願う* - to ask). The word "negai" itself is translated as "request", "entreaty", "desire", and the literal meaning of the expression with its use is "I ask you", therefore it is usually translated into Russian as "please". Expressions formed with the help of performative verbs are stylistically neutral, as a result of which they are characterized by neutral, unmarked politeness:

このノートにお客さんの住所氏名を記入してくださいませんか Would you write your address and your name here?

年齢と国籍もお願いします。 - And also age and citizenship, please.

The form used in the request depends on the social status of the addressee and addressee. For example, the common request *よろしくお願いします* *yoroshiku o-negai shimasu*, meaning "I ask you a favor," can take many forms and denote different

levels of politeness:

The decision to accept the request is granted in the lowest "+1" degree of formal politeness. According to the psychological distance, this simple form is used among close communicants, namely in the conversation of male friends: *よろしく頼む* *yoroshiku tanomu* - "I ask you for a favor."

The right to decide the acceptance of the request is given by the addressee to the addressee in a low-average "+2" degree of formal politeness. According to distance, psychological distance, this simple form is used among close colleagues: *よろしくたのみます* *yoroshiku tanomimasu* - "I ask you for a favor."

The right to decide the acceptance of the request is given by the addressee to the addressee in the average degree of "+3" in formal politeness in the form of neutral speech, realized through expressions of the average degree of politeness. This form can be used in relation to less familiar people or colleagues of equal status: *よろしくおねがいます* *yoroshiku o-negai shimasu* - "I ask you for a favor."

The right to make a request is given by the addressee to the addressee in a high "+4" degree of politeness, typical of the official discourse setting, where stylistically elevated forms are used for explication and the verb in the neutral form "shimasu" is replaced by a verb in the modestly respectful form "itashimasu". As a result, the resulting expression *よろしくおねがいたします* *yoroshiku o-negai itashimasu* - "I ask you for a favor" of a high level of politeness is used in relation to persons of higher status or age.

In the most polite version, used in business discourses of visits, negotiations, official meetings, conferences, the highest +5 degree of politeness is used. In this case, the right to decide the acceptance of the request is given by the addressee to the addressee in the highest degree. In discourse, the verb "itashimasu" used in the humble-respectful form is replaced by the verb "mo: shiagemasu" in the humble-respectful form to express the highest degree

of politeness: よろしくおねがいもうしあげます yoroshiku onegaishimasu:

II. Inside and outside the company, employees and officials at work use the following forms of the courtesy category when requesting to sign a contract or any document:

(a) 同僚へ (to a colleague)

ここに捺印をお願いします - Please put a stamp here. (+3 degree of courtesy)

(b) 先輩へ (oldest and most experienced)

すみませんが、こちらに捺印をお願いいたします - Sorry, please put a stamp here. (+4 polite degree)

(c) 上司・社外の人へ (to boss, outside the firm / stranger)

申し訳ございませんが、こちらにご捺印いただけますか - Sorry, please put a stamp here. (+5 is the most polite degree). [24, P.55]

When making a request by the addressee, one can determine the levels of politeness forms depending on the social status of the addressees as follows: for an older colleague, the degree of politeness is average "+3" (a), for an older colleague / rank, the degree of politeness is above average "+4" (b), for a boss partners the degree of politeness is the highest "+5" (c).

III. It is important to note that in cases of quarrel, distance is established, i.e. psychological distance between communicants, which is reflected in the business discourses of requests. In cases of quarrel, the addressee, when making a request to the addressee, changes the form and degree of politeness to a more polite one.

For example, if the addressee usually asks a colleague in a low-medium "+2" degree of formal politeness, neutral-polite form: この書類をコピーしてもらえますか。 - Please make

copies of these documents.

In cases of quarrel, he utters the same request in a high "+4" degree of politeness in a modestly respectful manner: この書類をコピーしていただけますか。 - Could you make copies of these documents?

From these discourses it can be seen that the closer the psychological distance between the communicants, the lower the forms and degrees of politeness are used, and vice versa, the greater the psychological distance, the higher the forms and degrees of politeness are chosen.

IV. A distinctive feature of Japanese business discourse is that it has a very pronounced attitude towards the interlocutor, taking into account his status, as well as the distinction between "ours" and "others." At the same time, in Japanese discourse, verbs do not have a constant category of person (that is, it is not always possible to accurately translate "I do", "you do" or "he does" according to the form of the verb), but this does not mean that the person performing the action does not and never differs in the forms of the verb. Widely used in interpersonal communication in Japanese discourse and partially reflecting the category of a person, is the category of direction of action, or directives in an incentive voice. Its meaning lies in the designation of in the interests of which person the action is performed, that is, whether the speaker himself performs the action for some other person, or someone performs the action for the speaker.

In addition, auxiliary verbs expressing the direction of action in the interests of a particular person: やる (yaru) , あげる (ageru) , くれる (kureru) , くださる (kudasaru) , もらう (morau) , いい that is, the social hierarchy and the degree of the right to decide the addressee.

For example: (a) 課長 : 李さん、実はあなたにやってもらいたい仕事があるんだけど。 - Department Chief: Miss Lee, I actually have a job that I wanted to give you

(b) 課長：今度の商品の販売企画をあなたに任せたいと思っていんだけど、どう？ - Chief: I would like to entrust you with planning the sale of new products, how are you?

(c) 課長：あなたを見込んで、私が頼むのよ。私もできるだけ協力するし、何があっても私が責任をとるから I ask. I will also cooperate as much as possible, even if no matter what happens, I take responsibility.

The use by the head of the department of distant appeals as part of incentive statements in the desired bow with the final conjunction of the sentence "Kedo" in a neutral-polite form in the formal degree "+3", reduces the right of the addressee's decision in speech acts of the request.

V. In directive situations of speech etiquette, forms of request are widespread, formed with the help of verbs and the auxiliary verb "te kudasai" in the imperative mood. Such forms of "politeness actuators" are seen in the following examples:

(a) をお送りください。 - Please send ...

(b) 至急 してください。 - You need it urgently ...

(c) ただいまよんでまいりますので、しょうしょうおまちください。

VI. The lexical methods given below give expressions a stylistically heightened connotation and thereby explicate a high level of politeness. When the company of partners visits the reception, the visitor-addressee asks to inform the secretary.

For example: (a) 李：では、〇〇社の李が来たとお伝えいただけませんか。 - Could you tell me that Lee came from the company

(b) 受付：かしこまりました。お名刺をちょうだいできますか。 - Receptionist: Please. I can ask for your business card. [25]

In these discourses, when making a request, it is relevant to observe the principle of politeness using distant, i.e. the most polite expressions that express modality and give the right to a decision to the addressee by the addressee.

Vii. In modern Japanese business discourse, for the expression of a request, preference is given to other forms of lexical and grammatical constructions expressing politeness at the highest "+5" level of politeness, which provide the right of the addresser to decide whether or not to perform an action, such as:

(a) 書いていただければ大変ありがたいです。 - I would be very grateful if you write. [26, P.4-5]

b) 大商ついでの情報をお送りいただくと大変ありがたく思います。 - It would be very valuable to us if you could send more detailed product information.

(c) していただければ幸いです。 - I would really appreciate if you could ...

私どもは品に興味があるのでをお知らせいただくとありがたいです。 - We are interested in the product and would like to know [27, P.352]

(f) 問題を緊急に解決していただければ大変助かります。 - If we could urgently resolve this issue, they would help us a lot ...

To express a request, the polite form of the direction of action verb "いただく (itadaku)" is used in the form of "ば - ba" (c), and "と -to" (a), (b), (d) which forms conditional relative clauses discourses.

VIII. Politeness modifiers also include stable grammatical phrases - ていただきますか te itadake maska - will you do (a), (b), - ていただけませんか te itadakemasdeshouka could not have been styled like that: ka- form are characterized by a high level of politeness +5. Such

statements are used, as a rule, in a formal setting of communication.

(a)書類ができましたので、ご覧いただけますか - Prepared documents, please see. (Subordinate to the chief)

(b)こちらの書類を部長にお見せになっていただけますか。 - Could you show these documents to the head of the department? ... [28, P.4-5]

(c)申し訳ありませんが・・・してくださいませか? - Be kind ...

(d)・・・していただけないでしょうか。 - Would you mind if ...

(f)・・・していただけませんでしょうか。 - We would be grateful if

Requests are not made directly, but with the help of a construction like *shite moraemasenka / itadakemasen ka?* or *shite itadakenai desho: ka?* "could I get smth from you?" In discourses, a more polite version of the direction of action is used, as well as a bunch of *des* in the supposed mood - *でしよう deshou*: which softens the request even more. In the discourses of request (a), (b), (c), (d) and (e) using stable grammatical turns in an interrogative negative form, the degree of decision right and the degree of politeness increase.

IX. The most polite are requests made in an interrogative form, non-annoyingly and delicately. Expressions of an official request in Japanese business discourse are expressed using the direction of action verbs in *te itadaku* and which can appear in expressions of business discourse on behalf of the company in an indefinite personal form and give the addressee the right to decide.

(a)悪いけれど、この機械の使い方を教えてもらえますか - This is bad, but you can teach me how to use this equipment.

(b)すみませんが、この機械の使い方を

教えていただけませんか - Sorry if you could teach me how to use this equipment.

(c)たいへん申し訳ございませんが、この機械の使い方を教えていただけますでしょうか - Sorry if you could teach me how to use this equipment. [29, P.159]

X. The construction with "tai to omo kedo" is one of the frequent methods of conventional indirect expression of . The request of the addressee boss sent to the addressee subordinate, expressed in this form, is direct and categorical. For example:

忙しいところを申し訳ないんだけど... - I'm sorry to disturb you. [30]

(b)お願いしたいことがあるのですが(ありますが) - I have a request for you.

(C)このコピー、僕が課長から頼まれたんですが、すぐ取引先まで出かなくちゃならない急な用事が入って、それで、申し訳ないんですが、僕の代わりにこのコピーしていただくわけにはいかないでしょうか。 - These are documents for a copy, the head of the section asked me to do it, but a sudden case appeared, I must immediately go to the sales partner, therefore, I apologize, they could not have made these copies instead of me.

お願いしたい *o negai shitai* - the polite form of the verb *negau* - to ask, often sentences do not end with a verb with the suffix *-mas*, but in conjunction with the substantivator *no*, which denotes an explanation of the cause. In this case, the equivalent of the end of the phrase is given in brackets - *ありますが...* - very often requests and questions end with conjunctions *が*、*けど* or *けれども*, which have passed into the final particles. This softens the request and the question, makes them more polite.

Thus, the analysis of the ways of expressing explicit politeness in the motivating speech act of the request made it possible to conclude that explicit politeness is realized as a graduated phenomenon.

In Japanese communication behavior, incentive statements are more formal. The Japanese use more stylistically elevated forms of incentive statements, primarily non-categorical and non-persistent forms. At the same time, stylistically elevated forms that implement the highest degree of politeness + 5 are formed with the help of special politeness modifiers, as well as through such grammatical methods as potential voice, desired mood, interrogative and indefinitely personal forms, past tense.

Stylistically neutral forms, formed by the performative verbs of request, as well as verbs in the imperative mood, are neutral polite expressions, i.e. expressions with the lowest erasure of politeness +1.

Used in the request form depends on the social status of the sender and recipient, the usual request

よろしくお願ひします . yoroshiku on-negai Shimas, meaning "I ask you a favor," can take many forms and denote various levels of politeness.

Conclusions:

Explicit politeness is expressed using various lexicogrammatical methods associated with the use of certain parts of speech and lexical-syntactic structures as part of the analyzed expressive and motivating speech acts, on the one hand, and using certain grammatical forms and structures, on the other hand. To comply with the principle of politeness in discourses, when making a request, it is relevant to use distant, i.e. the most polite expressions that express modality and provide the right to decide the addressee by the addressee.

The degree of formal politeness of expressions is marked on the scale of the indicator: "+1, +2, +3, +4, +5", depending on the right of decision given by the addressee to the addressee. There is a tendency in business discourses that the closer the social and psychological distance (distance) between the communicants, the lower the forms and degrees of politeness are used, and vice versa, the greater the psychological distance, the higher the

forms of the degree of politeness are chosen. The performed analysis shows that different etiquette units implement the category of explicit politeness with varying degrees of intensity, i.e. politeness acts as a "graduated phenomenon."

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